

A STUDY ON INVESTMENT BEHAVIOUR OF WOMEN INVESTORS IN THOOTHUKUDI CITY

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Abstract

Women nowadays have a lot of earning potential and a lot of influence over monetary selections than ever before. Women represent virtually half of the force and plenty of businesses square measure closely-held or managed by women. Many women influence or management the bulk of all client purchase selections and plenty of the investment selections. As a result, it's necessary for women to specialize in finances currently over ever. Throughout their lives, as a woman, they'll be two-faced with completely different monetary challenges than their male counterparts. If women square measure about to head of their monetary

future, it's necessary that they acknowledge those variations and empower themselves. Earning cash is barely half the equation for achieving monetary independence. Though the scale of unit financial gain matters, a way to manage the cash women got to meet short obligations furthermore as long-term goals — determines however they live nowadays and within the future. That is why taking management of their finances is thus necessary. The challenges of finance square measure distinctive for every individual. This study focuses on investment behavior of women investors.

Keywords: Investment Selection, investment behavior, women investors.

INTRODUCTION

Financial investment is that the purchase of a money security, like a stock, bond, or mortgage. Investment in human capital is disbursement on education, training, health services, and alternative activities that increase the productivity of the personnel. It's the utilization of cash for the aim of constructing extra money, to realize financial gain, increase capital, or both. The getting of stocks, bonds, mutual funds, options, assets, etc., created with the expectation of future financial gain or capital gains is investment. As a woman, and a capitalist, shaping of economic future is as vital because the several alternative roles they play in life. That is why taking management these days is important for realizing their dreams for tomorrow. Whether or not women are simply commencing to develop their investment strategy or are purification a current one, it is vital to stay in mind that they ought to build a money bequest for future. At varied stages of our life, women are faced with vital investment and money selections.

OBJECTIVES OF THE STUDY

The Prime Objectives of this study are;

- To study the demographic profile of the women investors in Thoothukudi City.
- To analyze the women investors preferences on investment.
- To identify the sources of information on investments.
- To evaluate the variables influencing the investment decisions taken by women investors.

METHODOLOGY OF THE STUDY

- **Primary Data:** For collecting the primary data, well formulated questionnaire was used.
- **Secondary Data:** The secondary data have collected from various books, journals and websites for the study.
- **Sample Size:** The sample size is 100 investors who are selected based on convenient sampling technique from Thoothukudi City.
- **Statistical Tools:** For analyzing the data, the appropriate statistical tools like Percentage, tables and HenryGarette rank test were used.

REVIEW OF LITERATURE

***Kathirvel and Mekala (2010)** created an endeavor to look at the investment behavior of investors. The study was disbursed on 150 women respondents of Coimbatore district in Tamil nadu. The results found that lack of information regarding the securities market and totally different investment choices prevents women for investment in share market. The authors finished that insecurity and high volatility available market are the involved problems for women investors.

***Bhardwaj Rajesh, Raheja Rekh& Priyanka (2011)** analyzed the Income and Savings Pattern of Government and Private Senior Secondary School Women investors. The research founded that the main source of income of Government women investors is salary and tuition fee for private women investors. The researcher revealed that government& private women investors both used Bank Deposits and Life Insurance for investing their savings. Government school women investors received more perks in comparison to private women investors. The important objective of savings of women investors is an emergency, security while for private women investors is children education and purchase of consumer durable.

DATA ANALYSIS AND INTERPRETATION

Table: 1 Demographic Profile of the Women investors

Variables	No. of Respondents (100)	Percentage (%)
Age		
Below 30 Years	20	20
30-40 Years	47	47
40-50 Years	25	25
Above 50 Years	8	8
Marital Status		
Married	85	85
Un Married	15	15
Nature of the family		
Nuclear Family	52	62
Joint Family	48	38
Family Size		
Below 4 Persons	43	43
4-6 Persons	41	41
Above 6 Persons	16	16
Educational Status		
School Level	9	9
Under Graduates	25	25
Post Graduates	45	45
Professionals	15	15
Others	6	6
Occupational Status		
Government Employee	25	25
Private Employee	35	35
Business	18	18
Professional	9	9
Others	13	13
Monthly Income		
Up to Rs.15,000	20	20
Rs. 15,000- 25,000	45	45
Rs. 25,000- 50,000	18	18
Above Rs. 50,000	17	17

Source: Primary Data

Table 1 exhibits that; 47% of the women investors fall under the age group of 30-40 years, 85 % of the respondents who get married are major players of making investment, majority of the respondents family set up is nuclear, 43% of the investors family size is below 4 members, 45% of the women investors are post graduates, majority of the investors are Private employees, and 45% of women investors monthly income is Rs. 15.000 to Rs. 25,000.

Table: 2 Sources of Information

Sources	No of Respondents (100)	Percentage (%)
Personal Observation	43	43
Advertisement	12	12
Friends/Relatives/Colleagues	35	35
Agents	10	10

Source: Primary Data

Table 2 depicts the sources of information about the various investment avenues, It is found that mostly women investors invested by the personal observation, 35% of the investors invested by through friends & relatives, 12% for advertisement and 10 % for canvassed by the agents.

Table 3 Women Investors Preferences on Investment

Investment Avenues	No of Respondents (100)	Percentage (%)
Postal savings	15	15
Bank Deposits	27	27
Government securities	6	6
Gold	25	25
Real Estate	7	7
Shares	2	2
Insurance	10	10
Chit Funds	8	8

Source: Primary Data

From the Table 3, it is found that the women investors preferred Bank Deposits is the best investment as it is safer, 25% of the investors preferred Gold, 15% of the investors preferred Postal savings followed by Insurance and Shares is not preferred by the Women investors since its risk is heavy.

Table 4 Factors influencing the investment decision of the Women Investors

(Henry Garette Ranking Method)

Factors	Rank							Total
	1	2	3	4	5	6	7	
Safety	51	15	12	6	6	3	7	100
Income Stability	6	16	26	17	13	10	12	100
Liquidity	7	9	12	19	21	12	20	100
Capital Growth	14	21	8	18	20	11	8	100
Tax Benefit	6	25	9	13	15	19	13	100
Longer Life Expectancy	10	2	14	14	19	28	13	100
High Rate of Return	6	12	19	13	6	17	27	100

Source: Primary Data

Factors	Garette Score	Average Score	Rank
Safety	6532	65.32	I
Income Stability	5061	50.61	III
Liquidity	4556	45.56	V
Capital Growth	5277	52.77	II
Tax Benefit	4892	48.92	IV
Longer Life Expectancy	4517	45.17	VI
High Rate of Return	4465	44.65	VII

Table 4 indicates the highlights the factors influencing the investor invested by the investment using Henry Garette Ranking Method. The first factor influenced by safety, the second factor for Capital growth. The statement of Income Stability is ranked third. Fourth factor is Tax Benefit and least factor is High rate of return. Hence it is concluded that the women investors' expectation from the investment is safety and simply ignoring High rate of return of the investment.

CONCLUSION

The analysis clearly indicates that Women Investors are very well aware about investment avenues. All the Women investors are educated. Women investors prefer to invest in their money in Bank deposit, Gold, Postal savings, Insurance, Real estate and not investing the shares because of, it is very risk one. Safety is the most important factor influencing the investment decision taken by Women investors. Finally, Women investor has to choose a

better one in order to minimize the risk and maximize the returns. So, investor must pay due importance for timing of purchase and sale of an asset or securities.

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